**JUMIA ONLINE SHOPPING MALL**

**QUESTIONAIRE**

Hello this is a conducting a survey based on the Jumia Online Shopping Mall platform. Kindly go through the questions and give your answer by ticking the appropriate circle. Feel free to ask for assistance/clarity at any given point.

**Part A: People**

1. What is your gender?

* Male
* Female

1. What age bracket do you belong to?

* 16 – 20 years
* 21 – 25 years
* 26 – 30 years
* 31 – 35 years
* 36 – 40 years
* 41 – 45 yeas
* 46 – 50 years
* Above 50 years

1. What is your current employment status?

* Student
* Full-time employee
* Part-time employee
* Self employed
* Unemployed
* Retired

1. How did come to know of Jumia Online Shopping Mall?

* Links on social media platforms i.e. Facebook, WhatsApp, Twitter etc.
* Through friends
* Online invitations
* Newspaper advertisements

**Part B: Context**

1. How often do you shop on Jumia?

* Once a week
* Multiple times in a week
* Once a month
* Multiple times in a month
* Once every few months

1. Which environments do you find most comfortable for shopping on Jumia?

* While at home
* While at work
* While at school
* While on the move
* While out with friends/family
* Whenever you have some free time

**Part C: Activities**

1. Which of the following Influenced your decision above?

* Quality of products
* Product price comparison
* Large variety of products
* Large pool of product brands
* Time factor
* Mode of item delivery
* Mode of payment
* Ability to keep up to date with market trends

1. Which of the following products do you mostly purchase from Jumia?

* Phones & accessories
* Electronics & home appliances
* Computers and tablets
* Hair & beauty products
* Furniture
* Clothing
* Bags and fashion accessories
* Toys
* Office stationery
* Shoes

1. What would influence your decision on competitive products from the list above while shopping on Jumia?

* Item pricing
* Item quality
* Item branding
* Mode of delivery
* Mode of payment

1. Which payment method do you prefer while shopping for goods on Jumia?

* Pay on delivery
* Online payment (before delivery)

1. Which mode of item delivery do you usually prefer for the products that you purchased on Jumia?

* Home delivery
* Pick-up stations (preferred location away from home)

**Part D: Technologies**

1. Which device gives you the most enjoyable shopping experience on Jumia?

* Smartphones
* Tablets
* Laptops & desktops computers

1. Based on your device above which platform would you prefer for an optimized shopping experience?

* Jumia android and IOS applications
* Jumia Official website

1. On what scale do you place your preference for shopping on Jumia to traditional physical shopping?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Traditional shopping Jumia | | | | | | | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

1. From your most recent experience while shopping on Jumia how did you find the interface based on ease or hardness of navigation the online store?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Hard Easy | | | | | | | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

1. Give an overall rating of your experience while shopping on Jumia.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Less pleasant Amazing | | | | | | | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Kindly sign in the given slot below:



**Thank you for your time.**